

ABSTRACT OF THE DISCLOSURE

5 A method for transmitting/receiving multimedia contents via a
radiocommunication network includes a first step of a first server
transmitting an identifier specific to a multimedia content over a
dedicated point-to-point transmission channel to all terminals registered
with the first server as interested in the content, a second step of the first
server transmitting to a second server adapted to provide a broadcast
10 content transmission service a request to broadcast a message
including the content in its entirety and its identifier, and a third step of
the second server broadcasting the message over a broadcast
channel.